

CLAIMS

- 1 1. A display device comprising:
 - 2 (a) an electrical power supply;
 - 3 (b) an illumination assembly including a light source and a switch electrically
 - 4 interposed between the light source and the electrical power supply; and
 - 5 (c) a mounting film attached to the illumination assembly for mounting the
 - 6 illumination assembly and mounting film to a substrate.

- 1 2. The display device in accordance with claim 1, wherein said mounting film has a first
- 2 major surface and a second, opposite major surface, and an adhesive on the first major
- 3 surface for seating against and adhering to the substrate.

- 1 3. The display device in accordance with claim 1, wherein said mounting film has a first
- 2 major surface and a second, opposite major surface, and the mounting film is a static
- 3 cling film for mounting to the substrate with static attraction.

- 1 4. The display device in accordance with claim 3, wherein the mounting film has at least
- 2 one indicium on at least one of the major surfaces thereof.

1 5. The display device in accordance with claim 4, wherein the illumination assembly is
2 attached to the first major surface of the mounting film and said at least one indicium is
3 on the second, opposite major surface of the mounting film.

1 6. The display device in accordance with claim 4, wherein the illumination assembly is
2 attached to the first major surface of the mounting film and said at least one indicium is
3 also on the first major surface of the mounting film.

1 7. The display device in accordance with claim 6, wherein the mounting film is a
2 substantially planar sheet with peripheral edges that extend beyond the illumination
3 assembly.

1 8. The display device in accordance with claim 4, wherein at least one of the elements of
2 the illumination assembly is enclosed within the mounting film.

1 9. The display device in accordance with claim 4, wherein the mounting film is attached
2 to the illumination assembly by static attraction.

1 10. The display device in accordance with claim 4, further comprising an adhesive
2 interposed between the mounting film and the illumination assembly for attaching the
3 illumination assembly to the mounting film.

1 11. The display device in accordance with claim 4, wherein said at least one indicium is
2 selected from the group of alphanumeric characters, photographs, symbols and
3 trademarks.

1 12. The display device in accordance with claim 4, wherein said at least one indicium is
2 printed on at least one decorative film attached to said mounting film.

1 13. The display device in accordance with claim 12, wherein said at least one decorative
2 film is attached to said mounting film by an adhesive layer interposed between the
3 mounting film and the decorative film.

1 14. The display device in accordance with claim 4, wherein said at least one indicium is
2 printed onto the mounting film.

1 15. The display device in accordance with claim 14, wherein the mounting film is
2 translucent.

1 16. The display device in accordance with claim 15, wherein the mounting film is
2 transparent.

1 17. The display device in accordance with claim 15, wherein the mounting film is
2 colored.

1 18. The display device in accordance with claim 15, wherein said at least one indicium is
2 opaque.

1 19. The display device in accordance with claim 4, wherein the power supply is a battery.

1 20. The display device in accordance with claim 19, wherein the battery is mounted to the
2 mounting film.

1 21. The display device in accordance with claim 19, wherein the battery is enclosed by
2 the mounting film.

1 22. The display device in accordance with claim 4, where in the power supply is a
2 photoelectric transducer.

1 23. The display device in accordance with claim 4, where in the power supply is
2 alternating current.

1 24. The display device in accordance with claim 4, where in the switch is manually
2 actuatable.

1 25. The display device in accordance with claim 4, where in the switch is automatically
2 actuatable.

1 26. The display device in accordance with claim 25, where in the switch is photo sensing.

1 27. The display device in accordance with claim 25, where in the switch is motion
2 sensing.

1 28. The display device in accordance with claim 25, where in the switch is
2 chronologically programmable.

1 29. The display device in accordance with claim 4, wherein the light source further
2 comprises at least one LED.

1 30. The display device in accordance with claim 29, wherein said at least one LED
2 further comprises a plurality of LEDs.

1 31. The display device in accordance with claim 30, wherein the LEDs are positioned to
2 correspond to at least one indicium on said mounting assembly.

1 32. A display device comprising:

2 (a) an illumination assembly having an electrical circuit including a battery, a
3 light source and a switch electrically interposed between the light source and the
4 battery; and

5 (b) a mounting film attached to the illumination assembly, the mounting film
6 having a first major surface and a second, opposite major surface with at least one
7 indicium, wherein the mounting film is a static cling film for mounting the
8 illumination assembly and mounting film to a substrate with static attraction.

1 33. The display device in accordance with claim 32, wherein the light source further
2 comprises at least one LED.

1 34. The display device in accordance with claim 32, where in the switch is manually
2 actuatable.

1 35. The display device in accordance with claim 32, wherein the electrical circuit
2 including the battery, the light source and the switch is enclosed within a housing that is
3 attached to the mounting film.

1 36. A display device in combination with a substrate, the combination comprising:

2 (a) an illumination assembly having an electrical circuit including a battery, a

3 light source and a switch electrically interposed between the light source and the

4 battery; and

5 (b) a mounting film attached to the illumination assembly, the mounting film

6 having a first major surface and a second, opposite major surface with at least one

7 indicium, wherein the mounting film is a static cling film mounting the

8 illumination assembly and mounting film to the substrate with static attraction.

1 37. The display device in accordance with claim 36, wherein the light source further

2 comprises at least one LED.

1 38. The display device in accordance with claim 36, where in the switch is manually

2 actuatable.

1 39. The display device in accordance with claim 36, wherein the electrical circuit

2 including the battery, the light source and the switch is enclosed within a housing that is

3 attached to the mounting film.

1 40. The display device in accordance with claim 36, wherein the substrate is a window.

1 41. The display device in accordance with claim 40, wherein the window is vertically
2 oriented.

1 42. The display device in accordance with claim 40, wherein the window is angled
2 relative to horizontal.

1 43. The display device in accordance with claim 36, wherein the substrate is a wall.

1 44. The display device in accordance with claim 36, wherein the substrate is a mirror.

1 45. A method for displaying at least one indicium, comprising:

2 (a) constructing an illumination assembly having an electrical circuit including a
3 battery, a light source and a switch electrically interposed between the light
4 source and the battery;

5 (b) attaching a static cling mounting film to the illumination assembly, the
6 mounting film having a first major surface and a second, opposite major surface;

7 (c) placing at least one indicium on one of said major surfaces of the mounting
8 film;

9 (d) seating one of said major surfaces of the mounting film against a substrate;

- 10 (e) adhering the mounting film to the substrate with static attraction between the
- 11 mounting film and the substrate; and
- 12 (f) manually actuating the switch.